

Minutes of November 18th, 2020 SSIA Board Meeting

Via Zoom Meeting

Attendance: Jim McFarland, Phil Wadzinski, Mitch Lebovic, Eddie Gitlin, Todd Roberts, Mark Dorothy, John McLoughlin

Absent: Ben Meyer, Jesse Pasternak, Shannon Embry

Quorum: Yes

- 1) Meeting was called to order at 7:02 pm. Meeting was done via a Zoom call.
- 2) Minutes from previous meetings were approved.
- 3) **President's Report –**
 - a. Jim reported little change in the industry from last month. Shops are operating at about 65% of normal levels with the exception of New York and mall shops which are worse.
- 4) **Vice President Report –**
 - a. Phil echoed Jim's statement and added that people are looking for an end to the pandemic.
- 5) **Treasurer Report –**
 - a. John reported that SSIA's current bank balance is \$82,136 which compares favorably to last year.
- 6) **Old Business-**
 - a. Mitch presented the outline of a social media plan for SSIA. After discussion with the board to fill in some blanks, he will take it to Vibram's social media partner and come back to the board with a proposal at its next meeting.
 - b. The winter newsletter is in progress. The board opted to delay distribution for a month to give advertisers more time and to get more detail about the upcoming social media plan in the next issue.
 - c. Contests
 - i. SSIA will hold a Silver Cup Contest in 2021. Jim will have the rules to Mitch by the next board meeting. There will be no World Cup Contest in 2021. The Shine-Off will be held if SSIA is able to hold its 2021 convention in person.
 - d. Supplier seminars
 - i. The idea was again raised of supplier seminars similar to what Casali produced earlier in the year. Mitch will provide a proposal of what that might look like for the board to consider at its next meeting.
- 7) **New Business-**
 - a. SSIA will consider face coverings (masks) as a give-away at its 2021 convention. Jim will provide prices for the next board meeting.

- b. Jim brought up the idea of patches for Grand Silver Cup winners and possibly SSIA members. The board reacted favorably and Jim will provide costs at the next meeting.

8) Open Discussion-

9) Our next meeting will be December 16th, 8PM EDT and it will be on a zoom call.

10) Meeting was adjourned at 9:02 pm.